

Amendments to the Claims

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims:

1. (Cancelled).
2. (Previously presented) The method of claim 5, wherein said online product comprise an online product related to the funeral industry.
3. (Cancelled).
4. (Previously presented) The method of claim 5, wherein said certificate is purchased online by said user.
5. (Currently amended) A method comprising the steps of:
receiving payment for a certificate comprising an authorization code, wherein said certificate is sold to a purchaser by a system providing an online product, and wherein said authorization code is associated with at least one characteristic of said purchaser;
providing said certificate to a user, wherein said certificate is sold by said purchaser to said user, and wherein at a time said certificate is provided to said user, information associated with said user is not provided to said system providing an online product, wherein said

~~authorization code is associated with at least one characteristic that is recorded for tracking purposes;~~

providing a web site associated with said certificate over a system of networked computers;

receiving entry of said authorization code on said web site, wherein said authorization code had been entered on said web site by said user; and

providing ~~an~~ said online product to said user from said system providing an online product, ~~wherein said certificate is sold to a purchaser and said purchaser sells said certificate to said user, and wherein at a time of the sale of said certificate to said user, information associated with said user is not provided to an entity that provided said certificate to said user.~~

6. (Previously presented) The method of claim 5, wherein said certificate is not redeemable for cash.

7. (Previously presented) The method of claim 5, wherein said certificate comprises a physical certificate.

8. (Previously presented) The method of claim 5, wherein said certificate comprises a free certificate.

9. (Previously presented) The method of claim 5, wherein said certificate comprises a free option certificate.

10. (Previously presented) The method of claim 5, wherein said certificate comprises a non-free certificate allowing said user to obtain said online product at a reduced fee.

11. (Previously presented) The method of claim 5, wherein said certificate allows said user to rent software via an application service provider for a specified time period.

12. (Previously presented) The method of claim 5, wherein said online product is an online service.

13. (Previously presented) The method of claim 5, wherein said online product is customized to said user.

14. (Previously presented) The method of claim 5, wherein a plurality of purchasers provide certificates to users and said online product is customized to reflect information relating to said purchasers.

15. (Previously presented) The method of claim 5, wherein said authorization code is unique.

16. (Previously presented) The method of claim 5, further comprising:
providing a commission to said purchaser;
purchasing a second online product by said user; and
providing a second commission to said purchaser.

17. (Currently amended) A method comprising the steps of:
receiving payment for a plurality of certificates, wherein said payment is made by a purchaser to a system providing an online product;
providing said plurality of certificates to [[a]] said purchaser from said system providing an online product, each of said plurality of certificates comprising a unique authorization code, and further wherein said plurality of certificates are each redeemable for [[an]] said online product at no fee;
providing at least one of said plurality of certificates from said purchaser to a user, wherein at a time of the providing of said at least one of said plurality of certificates from said purchaser to said user, information associated with said user is not provided to said system providing an online product ~~an entity that provided said plurality of certificates to said purchaser;~~
providing a web site associated with said certificate over a system of networked

computers;

receiving entry of said authorization code on said web site by said user; and

providing said online product to said user from said system providing an online product

at no fee in response to said step of entering said authorization code.

18. (Original) The method of claim 17, wherein said plurality of certificates comprise physical certificates.

19. (Original) The method of claim 17, wherein said online product comprises an online product related to the funeral industry.

20. (Original) The method of claim 17, further comprising giving said at least one of said plurality of certificates from said user to a second user.

21. (Original) The method of claim 17, further comprising:
providing a commission to said purchaser;
purchasing a second online product by said user; and
providing a second commission to said purchaser.

22. (Original) The method of claim 21, wherein said second online product is the same as the first online product.

23. (Original) The method of claim 17, wherein said online product is an online service.

24. (Original) The method of claim 17, wherein said authorization code is associated with characteristics of said purchaser.

25. (Original) The method of claim 17, wherein said online product is customized to include information relating to said purchaser.

26. (Original) The method of claim 17, wherein said online product is customized to include information relating to said user.

27. (Currently amended) A method comprising the steps of:
receiving payment for a plurality of certificates, wherein said payment is made from a purchaser to a system providing an online product;

providing said plurality of certificates to [[a]] said purchaser from system providing an online product, each of said certificates comprising an authorization code, wherein said authorization code of each of said plurality of certificates is different, and further wherein said plurality of certificates are redeemable for [[an]] said online product at a reduced fee;

providing one of said plurality of certificates to a user from said purchaser, wherein

at a time of the providing one of said plurality of certificates to said user from said purchaser, information associated with said user is not provided to said system providing an online product ~~an entity that provided said plurality of certificates to said purchaser~~;
providing a web site associated with said certificate over a system of networked computers;
receiving entry of said authorization code on said web site by said user;
receiving said reduced fee for said online product from said user; and
sending said online product to said user from said provider of an online product in response to said step of receiving said reduced fee.

28. (Original) The method of claim 27, wherein said authorization code is associated with characteristics that are recorded for tracking purposes.

29. (Cancelled).

30. (Original) The method of claim 27, wherein said online product is customized to include information relating to said purchaser.

31. (Original) The method of claim 27, wherein said online product is customized to include information relating to said user.